# The bed is made for hospitality ChatGPT Apps

*How conversational AI and agentic commerce will shape the future of hotel booking*

## Executive Summary

Conversational AI is reshaping how guests plan and book their stays. As consumers increasingly rely on natural language tools like ChatGPT for trip planning and decision-making, hotel brands face a critical question:

*How can we maintain brand presence, influence consumer decisions, and protect direct bookings in a conversational AI environment?*

OpenAI recently announced the launch of [ChatGPT Apps](#), allowing users to interact with third-party applications like Expedia and Booking.com directly within the ChatGPT interface. This marks a significant shift in how supplier content will be accessed by consumers and helps lay the foundation for [agentic commerce](#). ChatGPT Apps allow hotel brands to connect first-party data to the world's largest conversational platform and deliver accurate, real-time availability, rates, and offers in an experience that today's travelers increasingly prefer.

These apps are built on a new, emerging standard called the [Model Context Protocol (MCP)](#), a standard supported by all major LLMs, including ChatGPT, Gemini, and Claude. MCP standardizes integration, provides long-term stability, and enables agentic experiences that go far beyond current search results.

This white paper explains why ChatGPT Apps matter, what the experience could look like for a hotel brand, and why early adoption creates a competitive advantage. It also outlines the development and approval process, its challenges, and how Mobi.AI can help your brand succeed in this next wave of digital commerce.

# The shift toward conversational and agentic commerce

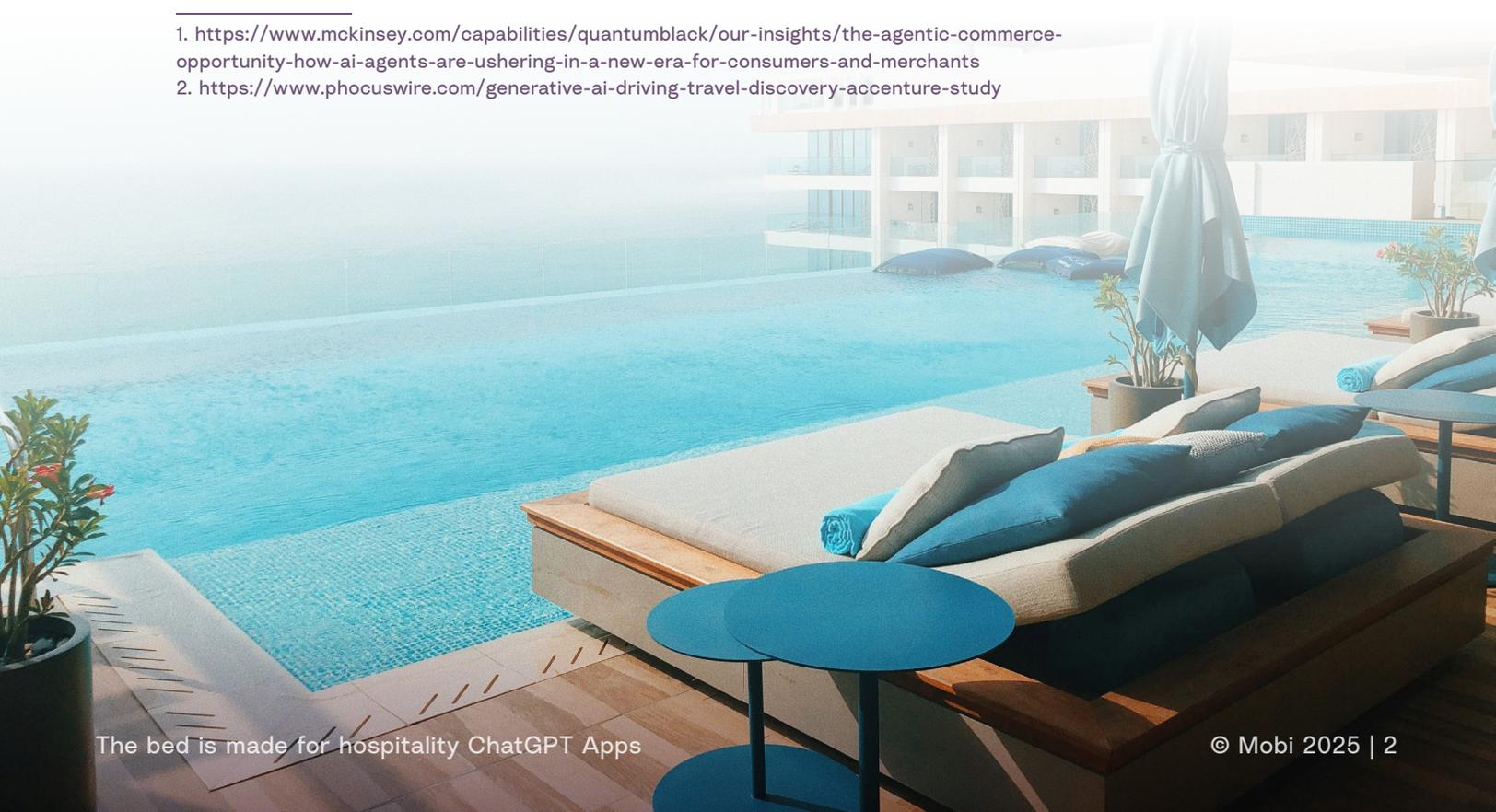Shifts in traveler behavior and online commerce are well underway:

- McKinsey found that by 2030, the US B2C retail market alone could see up to $1 trillion in orchestrated revenue from agentic commerce, with global projections reaching as high as $3 trillion to $5 trillion.[1]

- An Accenture study of active AI users (those using a generative AI tool weekly) found that 93% considered the ability to shape their own travel experiences to be important to their personal connection with a brand. 42% said they would switch to a brand that could proactively provide solutions to improve their experience while planning.[2]

When guests express their needs in natural language, they reveal intent far more clearly than they do through structured forms or filters. LLMs streamline discovery, summarize complex choices, and help guests make faster decisions. As the technology matures, LLM apps will not only answer questions, they will perform actions, connect to systems, and complete tasks on the guest's behalf. This evolution forms the foundation of agentic commerce.

For hotel brands, this shift brings both urgency and opportunity. As travelers adopt LLM-driven planning, brands that aren't participating with their own LLM apps risk losing direct bookings to intermediaries. Additionally, enabling a seamless customer journey and experience is more critical than ever. The moment a user has to leave a discovery journey in ChatGPT and switch to a hotel's booking site, that hotel risks losing booking momentum and the booking. A brand-specific ChatGPT App keeps that hotel's content, availability, offers, brand voice, and recommendations in front of the guest during planning and helps preserve ownership of the customer relationship and the final transaction.

1. https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-agentic-commerce-opportunity-how-ai-agents-are-ushering-in-a-new-era-for-consumers-and-merchants
2. https://www.phocuswire.com/generative-ai-driving-travel-discovery-accenture-study

# What a ChatGPT App is and why it matters

Unlike a ChatBot, a ChatGPT App is a full app experience that users can launch right inside ChatGPT. It connects to a hotel brand's first-party data to search for rooms, recommend options, and support direct bookings. It lives inside an ecosystem where hundreds of millions of users already search and interact conversationally. These apps provide a user interface on top of Model Context Protocol (MCP), the standard that governs how LLMs connect to external data and tools. MCP ensures these interactions are structured, secure, and reliable.
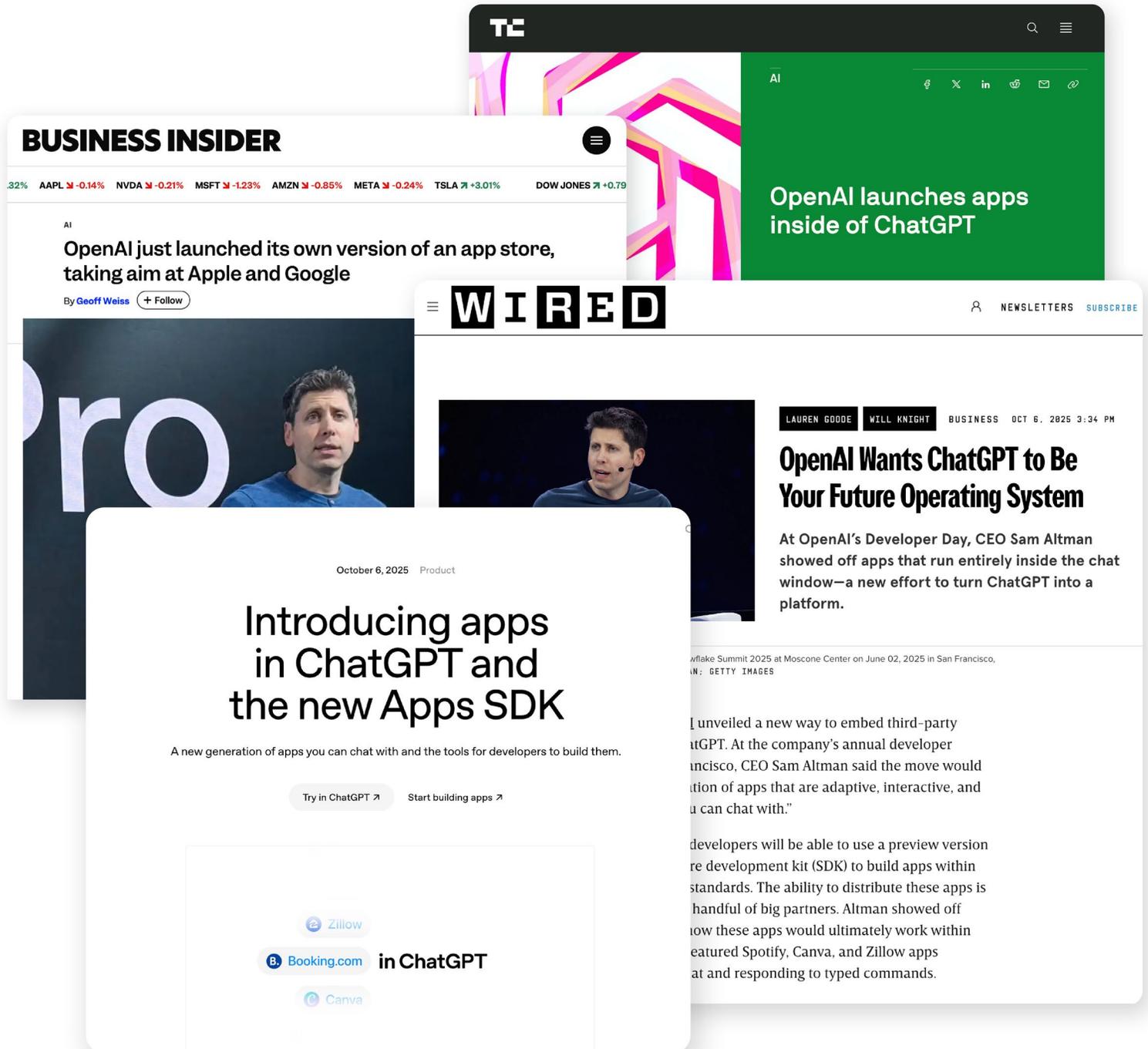
# Understanding MCP

The Model Context Protocol (MCP) is a set of specifications that enables secure, structured communication between LLMs and external systems. MCP was developed with cross-model adoption in mind, and has already been embraced by OpenAI, Anthropic, Google, Meta, and others. As a result:

- Apps built on MCP are easily portable between LLM vendors.
- The protocol is set up to be a long-term foundation that survives future platform updates
- Hotel integrations are less likely to become obsolete due to shifting APIs or architectural changes

In the context of hospitality, MCP tools may include generating offers in both revenue and points, as well as room inventory, live rates, package details, loyalty information, amenity descriptions, cancellation rules, and neighborhood content. The LLM app can then use those capabilities to interpret a guest's natural language request and assemble the right response. MCP enables greater levels of personalization, creating the ability to marry customer intent with existing data to help a hotel brand create personalized offers.

**Model Context Protocol**

is an open protocol that standardizes how AI models interact with external tools and data sources

✦ **Broad Support**
Supported by Claude, Google Gemini, and ChatGPT

✦ **Preserves Rich Data (Context)**
Users type paragraphs & MCP lets you respond with full understanding of that context

✦ **Common AI Infrastructure**
Single set of tools which powers agentic commerce with your first party content

✦ **ChatGPT Apps**
An immersive user experience layer built on top of MCP infrastructure that runs inside of an LLM

# What a ChatGPT App can do for a hotel brand

A ChatGPT App lets travelers plan, shop, and decide with far less friction. Below are examples that illustrate what a Mobi-powered experience could look like.

EXAMPLE SCENARIO:

## Natural language room shopping

*"What properties do you have near Chicago? I need a room for three nights next month. I'd like a king bed, access to a gym, and a rate under $250 per night. I also prefer something walkable to restaurants."*

A ChatGPT app will:

1. Parse the request.
2. Check room availability and rate plans for the requested dates.
3. Filter for room type, amenities, and included services.
4. Beautifully present the best-fit options and provide a clear summary of tradeoffs (price, room features, location, inclusions).
5. Hand off to the hotel's booking flow or better, provide a link to reserve the room right within the ChatGPT App itself.

EXAMPLE SCENARIO:

## Loyalty and member services

*"How many points do I need for a free night at your Miami property in March?"*

A ChatGPT app will:

1. Retrieve the guest's points balance.
2. Check award availability and upgrade charts.
3. Present available upgrade paths and their point or cash requirements.
4. Provide a link to complete the transaction or complete it within the AI interface.

*Note: This doesn't replace a hotel brand's booking engine. It simply adds a conversational layer on top of the systems already in place.*

# Mobi's ChatGPT App for hotels

A guest is viewing a brand's properties in Paris but wants to find one closest to the top 5 landmarks. From right within ChatGPT, the guest asks for the locations of the top 5 landmarks in Paris.
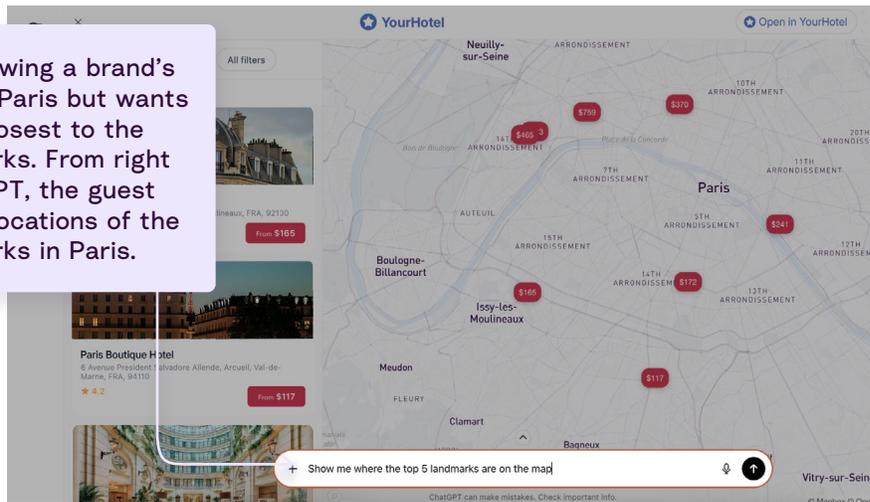
The ChatGPT app returns that information as an overlay to the hotel location map and provides detail on the top landmarks. It provides at-a-glance info on the locations with an option for the guest to dig further.
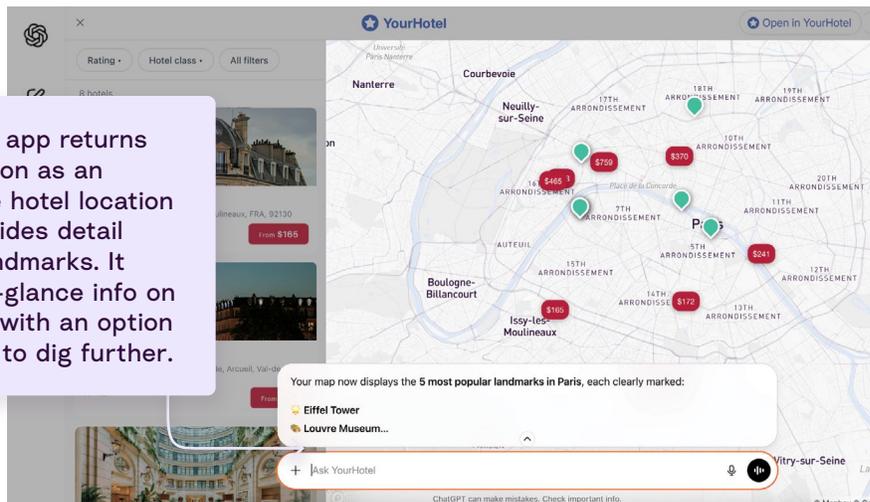
Having clicked on a location, the ChatGPT app returns detailed information on the property, complete with any promotional offers, and an option for the guest to select and book the room without ever leaving their ChatGPT session.
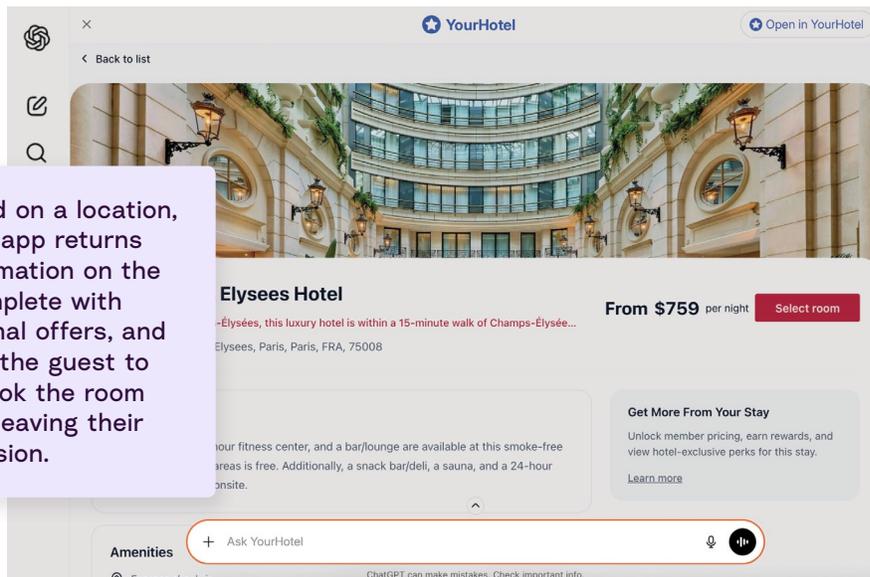
# Why hotels need to act NOW

The shift toward conversational shopping is already underway, and OTA participation in the initial ChatGPT Apps launch poses a direct and increasing risk to hotel brands' direct booking share. Conversely, hotels that launch a ChatGPT App early can gain several advantages:

1.  **Protection of direct booking share**
    If hotels aren't present in these conversational channels, intermediaries will answer on their behalf. A ChatGPT App ensures that guests see the hotel's own rates, offers, content, and policies and directs bookings back to the brand's preferred channels.

2.  **Early visibility and placement in the App ecosystem**
    Apps are discovered by ChatGPT App suggestions based on the user input. If a hotel brand does not have an app, an OTA may be suggested instead. Early entrants have more time to refine their experience and benefit from higher visibility.

3.  **MCP groundwork benefits other initiatives**
    A ChatGPT App may be the first production use case for MCP, but the underlying work delivers broader value. The same MCP infrastructure can support customer-facing AI experiences across the brand's web and mobile apps.

4.  **Commercial upside from early adoption**
    Early adopters learn faster, influence platform evolution, and set the standard for the industry. With AI-driven trip planning and hotel search accelerating, being early will position your brand to shape guest expectations.

5.  **Peace of mind**
    Using Mobi to create, submit, and manage your ChatGPT App enables your hotel brand to deploy quickly without long-term risk or heavy internal investment. This lets you move ahead while keeping future options open and avoiding the cost of inaction.

# Building a hotel brand ChatGPT App with Mobi

A production-ready ChatGPT App is built through a structured process that aligns goals, prepares MCP capabilities, and ensures high performance and reliability. Below is Mobi's recommended approach.

1. **Align with Mobi on goals and requirements**
   Define KPIs, brand tone, and determine what the app should excel at (e.g., hotel search, booking conversion, loyalty support, room upgrade discovery, guest service). Establish timelines and identify participating team members.

2. **Define architecture, security & privacy requirements**
   Design how the app will function within the hotel brand's environment. This includes selecting which systems to expose through MCP, defining security and privacy requirements, and ensuring compliance is consistently met.

3. **Enable MCP foundations**
   Identify the correct data sources to use. Work with Mobi to define the methods by which the data can be made accessible to and understood by LLMs.
   *Note: Mobi already operates a production-grade MCP server environment and maintains baseline configurations for common hospitality capabilities.*

4. **App build and fine-tuning**
   The ChatGPT App is developed and refined through iterative testing to ensure outputs are reliable, on-brand, and aligned with operational expectations. During this step, the UX is created, and LLM instructions, guardrails, and error states are implemented.

5. **App submission, approval & go-live**
   ChatGPT Apps must be reviewed by OpenAI for quality, safety, and correct use of MCP. Navigating this process is far easier with a partner who has completed it before and participates in the working groups shaping future standards. After approval, the app is deployed according to the hotel brand's rollout plan.

# Why build with Mobi

Mobi is built for this moment. Major hotel brands and travel suppliers rely on Mobi for fast, secure, low-risk paths into the AI ecosystem.

- **Hospitality + AI expertise**
  Some companies know AI but not hospitality. Some companies know hospitality, but not AI. Mobi has deep expertise in both—a combination that is truly unique and strengthened by best practices gained from working with many hotel brands worldwide. The team understands booking funnels, PMS/CRS/RMS environments, and the unique challenges of bringing hotel content into an LLM-powered experience.

- **Speed to market**
  Mobi has already built a production MCP infrastructure at scale. This accelerates time to market and avoids months of internal architecture design and IT development.

- **Intelligent load-aware design**
  Mobi incorporates load-aware design principles that anticipate when core systems may be under stress and dynamically optimizes the request strategy, preventing capacity issues before they impact performance or Look-to-Book ratios.

- **Security as a foundational principle**
  Mobi is engineered with security woven into app designs and the platform itself, ensuring security safeguards and regulatory compliance are foundational capabilities in every product and integration we deliver.

- **Predictable costs**
  Mobi keeps costs predictable with fixed licensing fees and a services model designed to reduce financial risk. Your hotel brand gains early market presence while Mobi absorbs the ongoing technical investment and monitoring. As standards evolve, Mobi ensures your apps and MCP framework evolve with them.

- **Technical depth across hotel systems**
  Mobi works with major hotel system providers, including PMS, CRS, RMS, loyalty platforms, and proprietary brand APIs. The team knows how to structure room availability, rates, packages, and loyalty data so an LLM can interpret it accurately.

- **Relationships across the LLM Ecosystem**
  Mobi maintains executive relationships across the AI Industry and participates in the working groups shaping MCP and ChatGPT App standards. This provides early visibility into changes and the ability to influence how travel use cases evolve.

- **Product and UX specialization**
  Generative AI interfaces require careful prompt design, error handling, and guidance. Mobi brings deep expertise in product thinking, UX design, and conversational grounding to ensure the app drives real engagement.

# Conclusion

Hotels have a rare opportunity to get ahead of a shift that will redefine how guests discover, evaluate, and book accommodations. ChatGPT Apps are poised to become a primary way consumers explore options and act on travel intent. Hotel brands that establish a presence early will benefit from higher visibility, better engagement, and stronger control over their direct channels.

To explore how a ChatGPT App could work for your hotel brand, schedule a discovery conversation with Mobi. Our team will walk you through the opportunities, technical requirements, and outline your path to a successful launch. Now is the time to take ownership of your presence in conversational AI. Mobi can help you move quickly, confidently, and with reduced risk.

---

*To learn more, please contact:*

**Paul Salzinger**
Senior VP of Sales

**sales@mobi.ai**  |  **mobi.ai/travel**

Mobi